

West Area Committee, 25th May 2011
SIB Applications: summary

Application 1

Name of Project	Sunderland Festival
Lead Organisation	Sunderland City Council

Total cost of Project	Total Match Funding	Total SIB requested
£60,000	£57,000	£3,000
Project Duration	Start Date	End Date
2 months	June 2011	July 2011

The Project

The new Sunderland Festival will take place between 1 - 4 July 2011. The festival will be city wide with the main site located at North Area Playing Fields. Because of the location of the main site in Washington and the link to Independence Day the festival's theme will be Americana.

The main site will feature:

Local & regional Bands night - Friday 1 July
 Country & Western evening - Saturday 2 July

Daytime Saturday & Sunday programme including:

Classic American Car Display

American Football Display

Baseball and Basketball Demonstrations and competition

Fun Fair

Kite Flying

Cheerleading demonstrations

Music and dance performances from schools across Sunderland

The emphasis of activity on the main site will be on participation as well as enjoying the entertainment.

Additional activity will be taking place throughout the other areas of the City and in the West will be at: Barnes Park and will consist of Swing and Jazz Bands on Sunday 3 July.

Need for Project

Previous festivals - Sunderland International Friendship Festival and prior to that the Kite Festival, on the North Area Playing Fields site have attracted significant visitors from both Washington and the wider area.

The new Sunderland Festival will have activity taking place across the city throughout the weekend providing greater opportunities for people to see and participate in American themed activity. There will be activity taking place in each of the five areas of the city enabling residents to take in something on their own doorstep as well as in a neighbouring area.

The festival will also encourage participation whether that is children and young people showcasing their music and dance talent or the opportunity to play American Football, Basketball or Baseball, Kite flying or joining in a wide range of childrens activity.

The funding from West Area Committee will provide access to the festival activity for a greater number of people. This will include reduced car parking fees, reduced catering prices, and transport for groups wishing to perform at the festival.

Outputs for Projects

Output	Target 2011
S5: No. of young people benefiting from youth inclusion/diversionary work	50
P3: Number of people employed in voluntary work	100
A6: No. of community or educational events held	5
S6: No. of additional young people engaged in youth activities	100

Financial Information

Item and Description	Total Costs
Core event infrastructure	£45,000
Area events	£15,000
Total	£60,000

Application 2

Name of Project	Celebrating Mining Heritage of Silksworth
Lead Organisation	Silksworth Miners' Banner Group

Total cost of Project	Total Match Funding	Total SIB requested
£2,700	£780	£2,000
Project Duration	Start Date	End Date
One month	July 2011	

The Project

The project is a series of cultural and heritage events to celebrate the mining traditions of Silksworth, a former colliery village. The events will be a concert by a colliery brass band, exhibition. This will culminate in attendance and participation in the Durham Miners Gala.

Need for Project

The Silksworth Miners' Banner Group is a community group dedicated to the history of this former mining community. This event is integral to their work.

Outputs for Project

Output	Target 2011
A6: No. of community or educational events held	2

Financial Information

Item and Description	Total Costs
Band	£1,200
Transport	£600
Accommodation	£600
Room hire/catering	£300
Total	£2,700